



# Livable Streets Update (FIVE IN FIVE)



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## ARCHITECTS OFFER LOOKS AT DEVELOPING CONVENTION CENTER DESIGN THROUGHOUT THE SUMMER

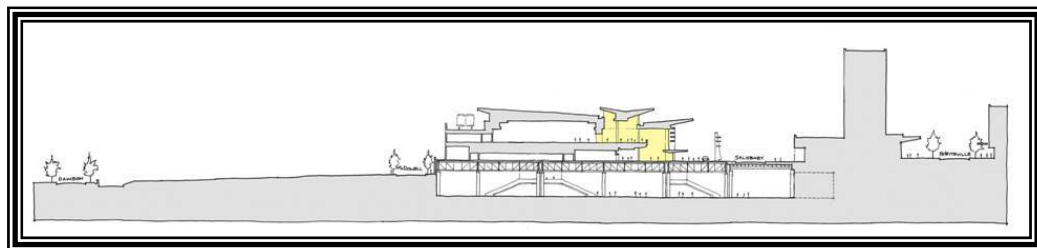
On May 20, the members of the Raleigh City Council and the Wake County Board of Commissioners approved an option for the project's architects to pursue in developing a schematic design for the new convention center.

The architects of O'Brien/Atkins/Clearscapes/TVS are to propose the center's schematic design to the elected officials in October.

As part of this process, the architects and the City and County are offering to keep the public current on the development of the center's schematic design while reaping the benefit of their feedback at three informational sessions.

The July 13 session will focus on uniqueness of place. The theme of the August 10 gathering is character options. Schematic design progress is the topic of the September 14 meeting. All of the meetings convene at 5 p.m. at the Raleigh Convention and Conference Center.

The new convention center and a four-star Marriott hotel will be built on the south end of downtown. Construction of the convention center is scheduled to begin in 2005 with completion in late 2007.



## THE FIVE IN FIVE WORK PLAN

### Fayetteville Street Renaissance

Goal: Reinvigorate Fayetteville Street as the heart of Raleigh, the ceremonial corridor and the premier Downtown address for office, events and cultural activity. The top action items:

- Make active uses mandatory for ground floors fronting Fayetteville Street and provide incentives to encourage them.
- Fill in development gaps.
- Open available blocks to vehicular activity; in phases, beginning with the 200 and 300 blocks.
- Re-establish the capitol vista - Develop outdoor festival and performance space.

### Convention Center

Goal: Develop and market competitive facilities to attract more national conventions and trade shows, and improve the business environment for hotels, restaurants and other visitor serving facilities. The top action items:

- Get new downtown convention center and convention center hotel adopted and funded.
- Solve lobby access.
- Suggest future expansion to south.
- Investigate mixed-use and roof-top uses.
- Develop strategy for active edge on Cabarrus Street.

## CITY TO THANK BUSINESSES; CELEBRATE BEAUTIFICATION OF GLENWOOD SOUTH JUNE 19

Seven years ago the City of Raleigh began the process of improving the looks of Glenwood South. June 19 the completion of that beautification will be celebrated with the re-dedication of Glenwood South.

At 3:15 p.m., June 19 Mayor Charles Meeker will be at the Hillsborough Street intersection to clip the ribbon "re-dedicating" the Triangle's hottest street. Along with Dave Spencer's Dixieland Trio, the Mayor will ride the CAT "Showtime Trolley" down the street and clip the ribbon at Glenwood and Lane Street, signifying the kick-off of an old-fashioned street party.

Live rock 'n roll will blast from West Lane Street, situated in the middle of the six blocks of Glenwood Avenue the City has beautified. The City has hired two bands to entertain revelers through 7 pm.

Many business operators on the street will join in the festivities offering -- food and libations al fresco, face painting, children's handicrafts, removable tattoos, a gallery walk, pub specials, DJs spinning vibey house music -- an eclectic mix of what's cool and what's hot that is Glenwood South!

"We wanted this opportunity to thank the business operators and their patrons for their patience and cooperation over the past 16 or 17 months," Mayor Meeker said. "We had to cause some disruption in order to bring this new and improved look to the street. We want to say 'thanks' and 'let's celebrate.'"

For more information on the June 19 re-dedication of Glenwood South, contact the City of Raleigh Public Affairs Department at 890-3100.

## CITY'S GLENWOOD BEAUTIFICATION

The \$3 million streetscape improvements done in the six-block area along Glenwood Avenue from Hillsborough Street to Peace Street include underground utilities, new sidewalk paving, street resurfacing, the addition of street trees, benches and trash receptacles and a new street-lighting system to brighten the area's sizzling nightlife.

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## **Improve the Pedestrian Environment**

Goal: Create an attractive, well lit, safe environment that links office and residential areas to amenities such as restaurants, museums and arts venues. Make downtown accessible to all. The top action items:

- Require pedestrian oriented ground level uses with high level of detail, i.e. doorways, windows, awnings and overhangs, along the sidewalk edge in downtown.
- Connect existing and emerging neighborhoods to Fayetteville Street.
- Further study converting east / west one-way streets to two-way.
- Investigate federal funding sources.
- Connect TTA Regional Rail station area with pedestrian linkages.

## **Regulatory Reform**

Goal: Improve business environment by removing regulatory impediments; make it at least as easy to do business downtown as any place else in the region; include incentives in regulations. The top action items:

- Centralize approvals: Establish a downtown team within the city to respond to major project proposals and construction quickly. Develop a parallel strategy for small/mid-sized projects.
- Centralize the approvals process by creating a team within the city to respond to development proposals.
- Provide development incentives for vacant buildings and properties.
- Address issues dealing with outdoor dining, signage and other pedestrian encroachments.

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The Glenwood South Small Area Plan adopted by the City Council includes a 25-block area of northwest downtown Raleigh between the State Government Center and St. Mary's School and Broughton High School, and adjacent to the residential areas of Cameron Park and Glenwood-Brooklyn. The area is divided into three distinct parts – a residential and office mixed-use area centered on North Boylan Avenue; the light industrial and office area centered on West Street; and the commercial corridors along Hillsborough Street, Peace Street and Glenwood Avenue

Identified as essential to the success of the plan was the development of a strategy for Glenwood Avenue, in coordination with business and property owners to identify needed streetscape improvements and include them in the City's Capital Improvement Program (CIP). The CIP is the City's plan for capital improvements and investment in Raleigh's infrastructure.

Clancy & Theys Construction Co. was the project's contractor and Sears Design Group provided design services.

"Our intention was to make the Glenwood South area a showplace," said Gil Johnson who was the City's coordinator of the improvements. "With the help of all of the business operators, Clancy & Theys, Progress Energy, the Sears Design Group and a host of others, we made it happen."

Access to businesses in Glenwood South were maintained through the construction, Mr. Johnson said with some satisfaction, despite some disruptions to traffic due mainly to relocation of the utilities to an underground system. The City's design facilitated allowing the streetscape project to be completed faster to minimize the duration of these disruptions. For example, the City working with Progress Energy and BellSouth, constructed the entire underground utility system in the same trench. This differs from the utility relocation work that was done for previous downtown area streetscape projects.

The City of Raleigh began the streetscape program in 1986. The program initially targeted downtown, but has since been expanded to other areas of the city. The City's proposed five-year Capital Improvement Program contains nearly \$10 million in economic development, including more than \$4.5 million in streetscape improvements. Streetscape projects proposed for the coming year that begins July 1 are: downtown, Hillsborough Street, Westside, Peace Street, South Wilmington Street, Western Boulevard and southeast Raleigh.

## Downtown Management

Goal: Take a "one-stop shopping" approach to the management and marketing of downtown. The top action items:

- Develop a comprehensive Downtown marketing program, including an expanded website. It should be developed and coordinated with all downtown resources to promote events and attractions. Maximize the capitol status.
- Create a downtown development corporation.
- Make Downtown Raleigh Alliance the organization responsible for bringing all parties to the table to oversee implementation of the vision.
- Explore development incentives and options similar to tax increment financing.



Livable Streets

## CITY COUNCIL TO HOLD PUBLIC HEARING JUNE 15 ON CONSOLIDATING DOWNTOWN BUSINESS IMPROVEMENT DISTRICTS

The Raleigh City Council will hold a public hearing on consolidating two business improvement districts (BIDs) in the downtown area. The public hearing will begin sometime after 2 p.m. Tuesday, June 15, during the council's meeting at the Avery C. Upchurch Government Complex, 222 W. Hargett St. Citizens will be given an opportunity to comment on the consolidation proposal.

The Downtown Raleigh Alliance (DRA) is requesting the two BIDs be consolidated into one BID because more services are being provided in one of the districts than was projected when the council created the BIDs in June 2000. BIDs are a funding mechanism used to provide revenue for a variety of services that enhance existing municipal services in the business improvement district. Additional revenue collected from special assessments on property owners in the two downtown area BIDs are used for additional cleaning and safety patrol services, and for downtown economic development, marketing and advocacy programs administered by the DRA.

The largest of the two downtown BIDs --referred to as BID 1 -- is generally bounded by Boylan Avenue and railroad tracks on the west; Peace Street and Peace College on the north; Blount, Person and Bloodworth streets on the east; and Martin Luther King Jr. Boulevard on the south. BID 2 is bounded by McDowell Street on the west; Hillsborough Street and Morgan Street on the north; South Wilmington Street and South Blount Street on the east; and Lenoir Street and South Street on the south.

Because of growth -- especially in Glenwood South, the Warehouse District and the Moore Square area -- BID 1 is receiving a greater percentage of services than originally anticipated. This has resulted in a shortfall in revenues generated by the BID. The shortfall totaled about \$60,000 in Fiscal Year 2003.

To make up the shortfall, DRA is proposing the BIDs be consolidated into one district. The special assessment rate for the consolidated BID would be \$0.0786 per \$100 assessed property value, the amount currently being paid by property owners in BID 2. BID 1 property owners now pay a special assessment of \$0.0387 per \$100 assessed property value. Their assessment rate would go up by \$0.0399. On property assessed at \$200,000 in BID 1, the increase would amount to \$77.40.



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## CITY TO BEGIN SPECIAL RATE PILOT PROJECT FOR TWO DOWNTOWN PARKING GARAGES ON JULY 1

To help alleviate on-street parking congestion and encourage use of the top levels of downtown parking facilities, the Raleigh City Council on May 18 approved a plan for a tiered-parking pilot program at City-owned parking garages.

The pilot program for the Wilmington Street and Moore Square parking decks allows parking on the top level for a \$35 monthly fee. A recent study by staff found the top level of the garages to be under used. The program will encourage use by downtown workers that may be using on-street parking or other surface parking lots. If the pilot is successful, the program may be expanded to other City-owned parking facilities.

	Date/Time	Purpose
State of North Carolina/State Property Office Blount Street Redevelopment	June 28 & June 29 5:00 p.m. Daniels Auditorium NC Museum of History	Placemaking workshop
New Convention Center Design Schematic	July 13, 5:00 p.m. Raleigh Convention and Conference Center	Uniqueness of place
New Convention Center Design Schematic	August 10, 5:00 p.m. Raleigh Convention and Conference Center	Character options
New Convention Center Design Schematic	September 14, 5:00 p.m. Raleigh Convention and Conference Center	Schematic design progress

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## Web links

City of Raleigh  
[www.raleigh-nc.org](http://www.raleigh-nc.org)

Wake County  
[www.wakegov.com](http://www.wakegov.com)

Downtown Raleigh Alliance  
[www.downtownraleigh.org](http://www.downtownraleigh.org)

Greater Raleigh Chamber of Commerce  
[www.raleighchamber.org](http://www.raleighchamber.org)

Greater Raleigh Convention & Visitors Bureau  
[www.visitraleigh.com](http://www.visitraleigh.com)

# THE FIVE IN FIVE GOALS

1. **Complete a Fayetteville Street Renaissance** to reinvigorate the Street as the heart of Raleigh, our ceremonial corridor and the premiere address for office, events and cultural activity.



2. **Fund and build a new Convention Center & Hotel** to attract conventions and trade shows and improve the business environment for hotels, restaurants and other visitor services.

3. **Improve the pedestrian environment** making downtown accessible to everyone. Balance the needs of pedestrians against those of the car. Create an attractive, well lit, safe environment that links office and residential uses to amenities such as restaurants, museums and other venues.

4. **Undertake regulatory reform** to improve the business climate by re-moving regulatory impediments, making it just as easy to do business downtown as any place in the region. Explore adding incentives in the regulations.

5. **Expand downtown management** to take a one stop approach to management and advocacy.